

North Kitsap Tourism Coalition
Bainbridge Island LTAC Final Report
January 20, 2016

1. Summarize activities

- creation of website pages for BI related activities/information

1. Home screen "What's your Sanctuary?" representation of Bainbridge Island (above)
2. Bainbridge Island Community Page with reference to Bainbridgelsland.com
3. Bainbridge Island "Pick Your Passion" entries – Cultural, Culinary, Adventure, - etc.
4. Bainbridge Island "Trip Ideas" and Itineraries through North Kitsap , including Bainbridge Island – day trips and multi-night trips
5. Bainbridge Island "See and Do" entries – the "Must See and Do"
6. Bainbridge Island "Places to Stay" entries – home bases for touring North Kitsap
7. Bainbridge Island "Where to Dine" entries – the "Best of the Best"
8. Bainbridge Island "Festival Events" entries – the "Not to Be Missed"

- filming for BI tourism video

- creation of You Tube Channel

2. Reference project objectives. Achieved? Why or why not? Unexpected outcomes?

1. Project Objective 1: Increase awareness of the North Kitsap Peninsula, including Bainbridge Island, as a destination and identify and employ methodologies to increase the number of visitors and duration of stays. We have created a website because research shows that the Internet is the number one source of travel planning and purchasing and continues to grow. Currently, 90% of the US population has immediate access to the Internet and 94% of that group use the Internet to determine their travel plans. We have successfully completed the initial step in this on-going objective. In addition to the activities directly funded by the BI LTAC, we created website pages for the other 5 communities in North Kitsap, improved our SEO, created and implemented a new event in the shoulder season, Spirits and Spirits, and co- sponsored the Stottlemeyer 30/60 bike race. Although BI LTAC did not fund these activities, they received benefit. The results of the website and other marketing activities are conveyed in the activity reports of the two events.

2. Project Objective 2: Drive people to the website.

We have created our own You Tube channel and have videos on the website, our Facebook page and Blog. You Tube is now rivaling Google as the number 1 search engine. YouTube processes 4 billion searches a month, according to Comscore. Our use of videos as a key communication tool separates us from most other destination marketing organizations. We have completed the filming for the BI video with the requested funds (\$1000). The final editing will be completed in 1Q2016 and will be paid for by NKTC. The filming was significantly delayed as we waited for BI to finalize their branding effort. In addition, we posted 9 videos on various digital media sites. There were other activities described in our application that were not funded by BI LTAC because we did not receive the total amount requested.

3. Reference specific measurable results.

The website averaged 1500 visits per month with a total of 18,060. The BI Community Page received 1567 visits and the visits were longer than other pages. This is the first year for this website and we will continue to build traffic. The YouTube Channel had over 3500 views.

4. Describe partner involvement and any unexpected cooperative involvement.

Our main partner from BI is the BI Chamber of Commerce. Their Director of Tourism and Marketing is the Treasurer of NKTC and sits on the Board of Directors as well as the Marketing Committee. She is active in decision-making and implementation of the marketing strategy. An unexpected cooperative involvement results from our Shoulder Season event, Spirits and Spirits. For that event, 20 island businesses offered Spooky Specials, 4 businesses participated in the Spooky Movie Night and 4 businesses participated in the Spirits Tasting and Halloween Party. No BI LTAC dollars funded this activity, but BI was a beneficiary. See attached for the full list of participating businesses.

5. Reference the Budget

BI LTAC	\$1500 OCMS*	
	\$1000 Video	
	\$ 0 Insurance	\$2500

* On-line Content Management Services

6. Provide an analysis of actual expenses and income in relation to the projected budget. Provide a good faith best-estimate of actual attendance generated by the Proposal in the three categories. See attached.

Note form Activity Sheet: We held Spirits and Spirits in conjunction with the previously established Port Gamble Ghost Conference to enhance the conference. We look forward to additional partnership and expansion next year. The majority of the stays were in Poulsbo.



JLARC Municipality Reporting - Bainbridge Island

Add Activity

Activity

Activity Name:

North Kitsap Tourism (

Organization:

North Kitsap Tourism (

Activity Type:

Marketing

Activity Date:

Start Date: 1-1-15
End Date: 12-31-15

Funds

Requested:

\$ 2500

Awarded:

\$ 2500

Total Cost of Activity:

\$ 22,427

Attendee Estimates

	Projected	Actual	Methodology	
Overall Attendance:	<input type="text"/>	165	Direct Count	<input type="text"/>
Attendees who traveled 50 miles or more to attend:				
Total:	<input type="text"/>	145	Direct Count	<input type="text"/>
Attendees who stayed overnight:	<input type="text"/>	145	Indirect Count	<input type="text"/>
Of total, attendees who traveled from another state or country:				
Paid accommodations:	<input type="text"/>	145	Structured Est	<input type="text"/>
Unpaid accommodations:	<input type="text"/>	<input type="text"/>	Select One	<input type="text"/>
Paid Lodging nights:				
	<input type="text"/>	290	Structured Est	<input type="text"/>

Activity Notes: See note on text document